MEMO

TO: SWTJC Board of Trustees

FROM: SWTJC Marketing Committee

DATE: June 10, 2021

SUBJECT: Mascot Design Contest Recommendation

In April 2021, the SWTJC Marketing Committee launched the Mascot Design Contest to refresh and renew the iconic SWTJC Cowboy.

The Committee set out to garner designs from designers amongst the SWTJC Community that will update and modernize the SWTJC Cowboy mascot. We requested that the design will unite and represent our school spirit and serve as a public symbol of loyalty as well as integrate the college's brand, defining and identifying our institution for both internal and external communities.

The Marketing Committee defined the SWTJC brand personality as prestigious, original, classic, distinguished, of western heritage, strength, power, and friendly. We asked that the designs would reflect this personality and incorporate the school colors consisting of red, blue, and white with black as an accent color.

The contest opened at the beginning of April and by the April 23 deadline, forty-four designs were received. From the 44 designs, the Committee then selected 12 designs to be reviewed by Cabinet. Cabinet selected the top 5 designs and those were sent out to the SWTJC Community for voting.

The Marketing Committee respectfully recommends the design appearing on the next page as it received 208 of 386 votes and we believe it reflects the characteristics described above. The designs that round out the top three appear on the page thereafter.

SWTJC Mascot Design Contest
Top 3 Designs

- There were 44 designs submitted to the contest.

- The Marketing Committee selected 12 to be reviewed by Cabinet.

- Cabinet selected 5 designs.

- 5 designs were sent out to the SWTJC community for voting.

- The top voted design appears to the right. It garnered 208 of the 386 votes.

- The other two designs in the top 3 appear on the next page.

208/386

SWTJC
COWBOYS

66/386

SWTJC

COWBOYS

52/386